

Cooking – Beer  
 7 $\frac{1}{2}$  x 9 $\frac{1}{2}$ ; 176 pages  
 15-20 line illustrations  
 978-0-307-88920-1  
 eBook: 978-0-307-88921-8  
 \$19.99 paper (Canada: \$22.99)  
 ON SALE 11/1/2011

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#### National TV, print and radio coverage

##### Appearances on

- Today
- Martha Stewart Show
- Martha Stewart magazine promotion
- Martha Stewart radio promotion

##### Advertising in Martha Stewart Living

##### Online Promotion

- Google content network advertising on cooking and beer related sites
- Major promotion at MarthaStewart.com and MarthaStewartCrafts.com
- Blogger outreach

##### Promotion at the Crafts and Hobbies Association and the National Needlework Association trade shows

##### CrafterNews.com feature

##### Promotional content available on Scribd.com

##### Blow-ups and project cards available upon request

##### eBook version promoted in all advertising, promotion, and social media outreach

# The Brooklyn Brew Shop's Beer Making Book

## 52 Seasonal Recipes for Small Batches

Erica Shea and Stephen Valand

For experienced and novice brewers, seasonally minded home cooks, DIY aficionados, and anyone who gets a kick out of saying "I made this," the founders of the Brooklyn Brew Shop present a guide to making craft beer at home, with more than 50 greenmarket-inspired recipes organized by season.

*The Brooklyn Brew Shop's Beer Making Book* teaches cooks and beer fans how to make seasonally inspired beers from what's fresh in the greenmarkets. Those getting started in brewing will appreciate the illustrated step-by-step introduction to making and bottling beer, while experienced brewers will jump right into a year's worth of fun and creative beer recipes, each with suggested food pairings. Erica and Stephen take brewing out of the basement and put it back in the kitchen. They use whole grains and a one-gallon stove-top style that make brewing appealing to the organic-minded and those with space constraints. All recipes include five-gallon variations, so readers can easily transition to larger batches.

ERICA SHEA and STEPHEN VALAND are co-owners/founders of the Brooklyn Brew Shop. They sell their beer-making kits and ingredient mixes at BrooklynBrewShop.com, the Brooklyn Flea, Williams-Sonoma, West Elm, and Whole Foods. They live in Brooklyn. JENNIFER FIEDLER is a writer and editor at Wine Spectator and a graduate of the French Culinary Institute.

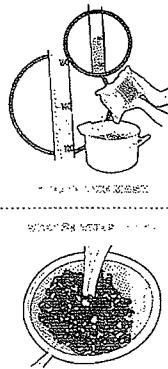
#### TO MAKE A ONE-GALLON BATCH

**STEP 1: THE MASH**  
 Get a large stainless steel pot, one quart for every pound of grain you're using, and heat the water to 170° F. Place the grain in the pot, add a 1/2 cup of water, stir it in, and let it sit for 10 minutes. The temperature of the grain should be 150° F. Add two cups of water to the grain and stir it again.

**STEP 2: THE SPARGE**  
 Place the grain in a colander large enough to hold all the water in the pot. The water level should be covering the colander but not the grain.

Follow the previous step, and the additional amount of water called for in the recipe. For example, if a beer calls for 10 quarts of water, add two quarts of water to the grain, then add two quarts of water to the grain, and so on.

**Step 3: THE MASH**  
 Use a large stainless steel pot and add 10 quarts of water to the grain.



#### OUR FIRST: CRAFTING A GOSE

**PREP**  
 1 hour, 15 minutes  
 1 hour, 15 minutes  
 1 hour, 15 minutes

**60-MINUTE MASH AT 140° F**  
 1 hour, 15 minutes

**60-MINUTE BOIL**  
 1 hour, 15 minutes

**FERMENT**  
 1 week, 15 minutes

**Condition**  
 1 week, 15 minutes

**Chill**  
 1 week, 15 minutes

**BOTTLE**  
 1 week, 15 minutes

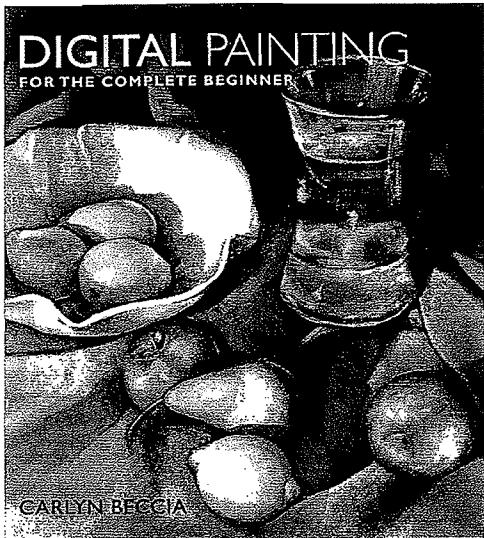
**DRINK**  
 1 week, 15 minutes

**REFRIGERATE**  
 1 week, 15 minutes

**STORING**  
 1 week, 15 minutes

**REHEAT**  
 1 week, 15 minutes

**REFRESH**  
 1 week,



Art—Painting  
 8 1/4 x 9 1/4; 160 pages  
 250 full-color illustrations  
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# Digital Painting for the Complete Beginner

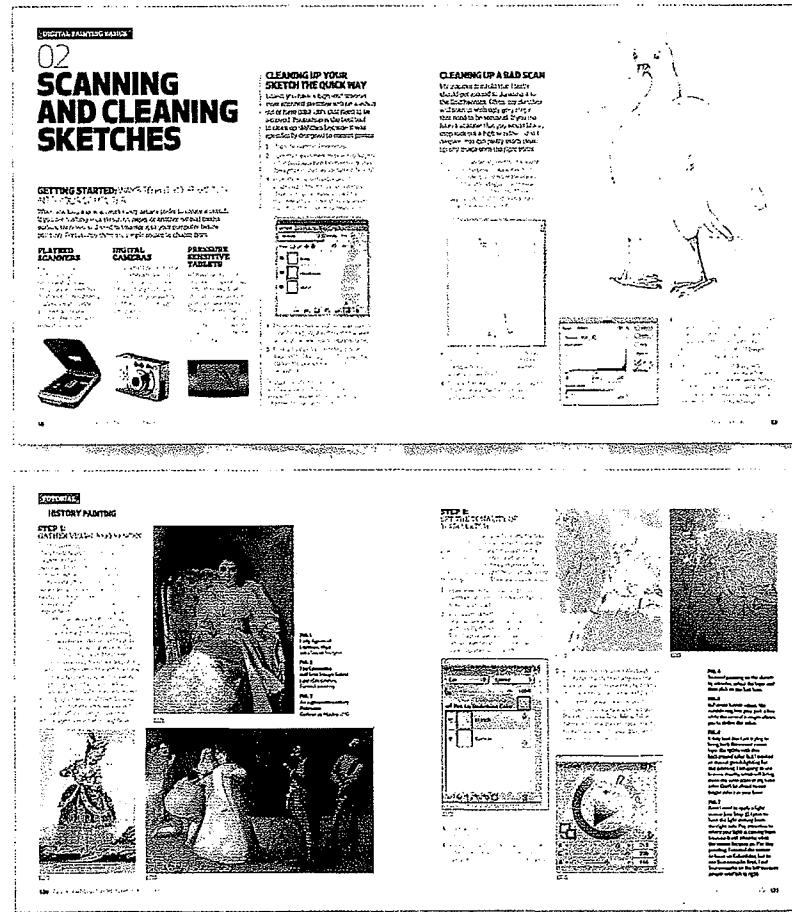
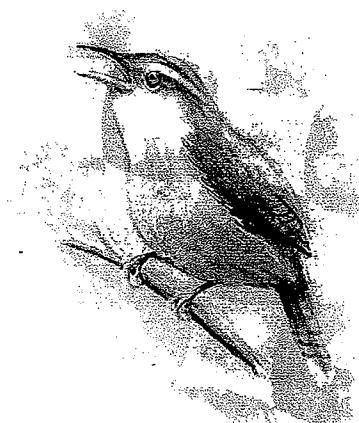
Carlyn Beccia

Written specifically for artists with little or no experience of digital media, this book guides readers from the fundamental elements of digital painting—including understanding brushes, textures, and all media available—to tutorials that enable these newly acquired skills to be put into practice.

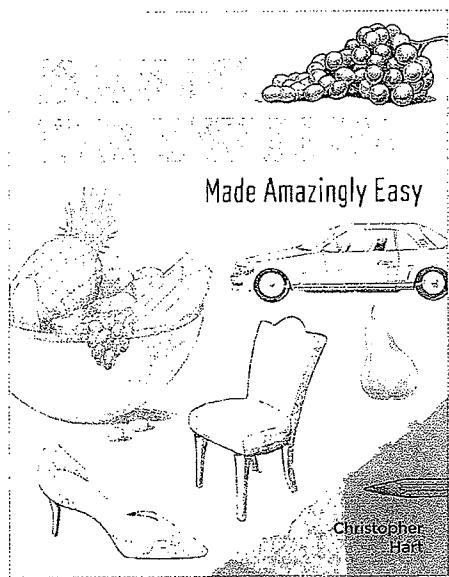
How can emerging artists maximize their creativity with digital media, and create stunning paintings that combine the traditions of traditional media with the infinite possibilities inherent in digital paint programs? In *Digital Painting for the Complete Beginner*, today's digital artists can both gain inspiration and quickly master the techniques and tools of digital painting. Award-winning author-illustrator Carlyn Beccia shares her practical expertise in traditional and digital media. In a clear and concise style, she explains to readers why and how to use artistic processes, and how they have been adapted from traditional art techniques to the infinite world of digital media.

CARLYN BECCIA is a practicing digital artist and the award-winning author-illustrator of *Who Put the B in Ballyhoo?*, *The Raucous Royals*, and *I Feel Better with a Frog in My Throat*. She also contributes tutorials to *Painter* magazine, teaches digital painting to children and adults, and blogs on history, art, and books at [carlynbeccia.com](http://carlynbeccia.com).

- National publicity
- National print attention
- Online Promotion
  - Advertising targeting artists and painters
  - Cross-promotion on author's website, [CarlynBeccia.com](http://CarlynBeccia.com)
- Featured title at College Art Association Show and NAMTA
- Academic marketing outreach







Art—Drawing  
 8½ x 10¾; 160 pages  
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 ON SALE 1/10/2012  
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National print attention

National publicity

Online Promotion

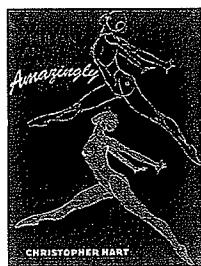
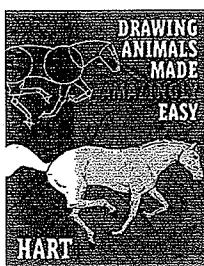
- Advertising targeting drawing sites
- Cross-promotion on author's website, [ChrisHartBooks.com](http://ChrisHartBooks.com)
- Cross-promotion with Comcast video/[ActivityTV.com](http://ActivityTV.com) and Chris Hart's YouTube landing pages

eBook version promoted in all advertising, promotion, and social media outreach

Promotion at National Art Materials Trade Association trade shows

Promotional materials available

#### ALSO AVAILABLE



# Basic Drawing Made Amazingly Easy

Christopher Hart

Targeted to each new generation of aspiring beginners eager to learn the fundamentals of drawing in an easy and accessible way.

The third title in a bestselling series, *Basic Drawing Made Amazingly Easy* is a complete drawing book for the beginning artist. Based on a series of lessons that begin with the five basic shapes (circle, oval, square, cylinder, and rectangle) combined with the five basic components of drawing (line, mass, perspective, light, and shading), the book progresses from the simplest forms to more complex inanimate objects and organic animate subjects.

CHRISTOPHER HART is the world's bestselling author of drawing and cartooning books. His books have sold 3.1 million English-language copies and have been translated into 20 languages. Renowned for up-to-the-minute content and easy-to-follow steps, all of Hart's books have become staples for a new generation of aspiring artists and professionals, and they have been selected by the American Library Association for special notice.

## INTRODUCTION

Drawing is a fun and satisfying way to express your creativity, but learning to draw often appears overly complicated and intimidating. A beginning artist needs a solid foundation in artistic principles, but why can't those principles be clearly explained and illustrated?

Here is a complete drawing book for the beginning artist that focuses on getting you drawing right away, while giving you all the tools you need to build a solid foundation in art. In working through this book, you will learn how to "see" like an artist, in terms of form, line, and shadow. Each chapter builds upon earlier lessons, so that the experience of learning to draw is never too complicated. Confidence will replace your earlier doubt as you learn techniques that work, such as how to combine basic geometric and organic shapes to create almost anything, how to add depth and shading to your drawing, and how to handle composition, form, and perspective. Finally, you'll learn to draw the human body as a graceful and expressive figure—the ultimate challenge for a beginning artist.

# 100 SPRING 201

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the Complete Beginner  
Carlyn Becca

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Emma Callery

28 Printmaking Revolution  
Dwight Pogue

30 Non Flowers  
Noelle Bellows

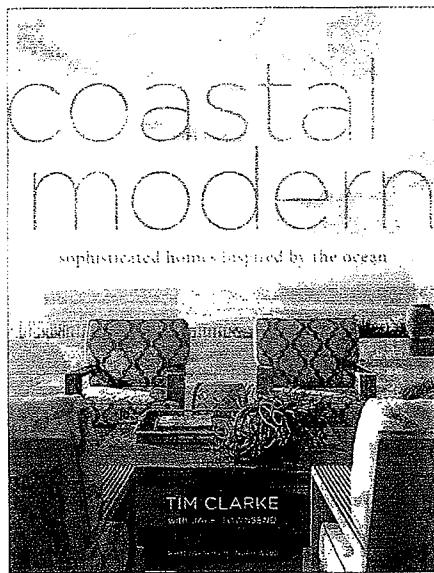
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Jenni Radosevich

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Jim Moulke and Kerry Drager

33 The Luminous Portrait  
Elizabeth Messina  
with Jacqueline Tobin

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Rachel Devine and Peta Mazyey





# Coastal Modern

## Sophisticated Homes Inspired by the Ocean

Tim Clarke with Jake Townsend

For lovers of the seashore and fans of clean, modern, inventive design, celebrated Santa Monica-based interior decorator Tim Clarke illustrates how to infuse inspiration drawn from the coastal lifestyle and the fantasy of the "perfect beach house" into any space, regardless of size or location.

There are few people in the world who have captured the essence of coastal living the way that superstar interior designer Tim Clarke has. In the fifteen years that he has been creating residential environments for Hollywood celebrities, power brokers, and socialites, the Tim Clarke brand has become synonymous with breezy, relaxed elegance. With photographs by acclaimed interiors photographer Noah Webb, this lavishly illustrated home design book shares Tim's aesthetic and philosophy as seen in more than 15 spaces, where clean lines, organic shapes, a mix of hard and soft textures, and colors inspired by the sea and the sand create a sense that these places are at once spacious and restful.

TIM CLARKE is an interior designer in Santa Monica, California, who has created interiors for many Hollywood celebrities and whose work has been featured in leading publications including *Elle Décor*, *House Beautiful*, *Veranda*, *Town and Country*, and the *Los Angeles Times*. His design firm, TCI, has a clientele base that includes leaders in entertainment, business, and sports, and his eponymous Santa Monica retail location sells one-of-a-kind beach-inspired furniture and curios.

Writer JAKE TOWNSEND has contributed to the *Los Angeles Times* and *Condé Nast Traveler*, among others, and he is the author or co-author of 10 books, including many of the acclaimed Cool Hotels series.

## Architecture – Interior Design

9 x 12; 224 pages

200-250 full-color photos

978-0-307-71878-5

\$50.00 hardcover (Canada: \$57.00)

ON SALE 4/3/2012

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National print coverage in men's, women's, lifestyle and shelter magazines and newspapers

### National radio attention

### Online Promotion

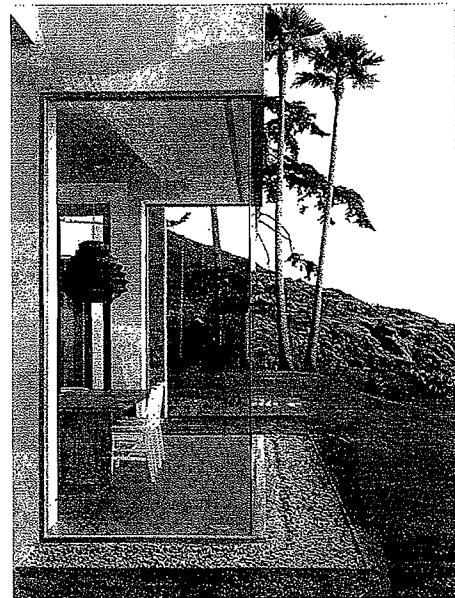
- Banner advertising on DesignSponge
- Cross-promotion on author's website, [TimClarkeDesign.com](http://TimClarkeDesign.com), and in his retail location, Tower 20 in Los Angeles
- Blog outreach

Promotional materials available

whereas in the first stage, individual characteristics influence the relationship of "old" and "new" words. Thus, those which include a number of different cultural and social values in their lexical field (culture, education, etc.) have a greater influence on the frequency of new words. This is particularly true in the first stage of the process, when the new words are replaced by old ones and when the separation between the native and foreign language is very great. In this stage, the new words are usually those which are most often used and, therefore, are most easily absorbed. In the second stage, however, the new words are usually those which are least often used and, therefore, are most difficult to absorb. This is because the new words are usually those which are most often used and, therefore, are most easily absorbed. In the second stage, however, the new words are usually those which are least often used and, therefore, are most difficult to absorb.

Designs must be informed by a deep, formative task of ecological studies which have exposed to the elements, rough-hewn structures, and rough walls, and furniture made in a style that reflect the natural world, that are consistent with natural ecological forms, and are informed by traditional building cultures.

Wood, when used in large quantities in a home, has generally had a positive effect on the perceived health of the home, where wood and wooden elements are utilized in abundance are not regarded as a health risk in the home. During the birth of environmental health in the 1970s, wooden houses built in more traditional architectural styles in the 20th century, it became difficult to remove wood and wooden elements. The well-plate houses provided all wood, and extensive wood, the length of eaves wings can designate the new wooden



# Exhibit H

## Katie Workman's 'The Mom 100 Cookbook'



If you're a mom with a busy schedule and a desire to still produce good, quality meals for your family, Katie Workman has just published a cookbook with you in mind, ["The Mom 100 Cookbook."](#) This cookbook's philosophy aims to provide real solutions for the everyday dilemmas that cooking for kids can present.

As is written on the back cover, the book presents 20 cooking-related dilemmas that moms face on a daily basis, and provides five solutions (in the form of recipes) for each dilemma -- offering a total of 100 recipes that moms can turn to when in need.

For example, one of the dilemmas covered in the book is "Getting The Kids Fed And Out The Door." Many moms will attest that mornings are busy and hectic, and so this is a valuable meal time to address. Workman offers five recipes for the dilemma with additional twists. Her recipe for scrambled eggs offers 10 alternative versions, such as the green eggs scramble, meat scramble or cheese scramble. Other dilemmas she addresses include: "The Kids Can't Get Beyond Hamburgers and Hotdogs," "Be Brave -- Serve Salad," and "I'm Looking For Some New Surefire Hits."

Since Workman is a working mother herself, she [writes a blog](#) (and also blogs for us also at HuffPost Kitchen Daily) and is the Editor in Chief of [cookstr.com](#), she has included many features in her cookbook aiming to make a working mom's life easier. For most recipes, she offers tips on how you can make part of a dish ahead of time (when you actually have a free moment) or how the kids can help you in the kitchen (making a valid point that if the kids helped make it, they'll be more likely to try it).

Workman also devotes a great deal of time and consideration for the mom of the picky eater. She believes that just because your child isn't an adventurous eater, that doesn't mean that the whole family has to eat bland meals. She offers recipes called "fork in the road recipes" that allow you to appease the picky eater while still making an exciting dish for the rest of the family.

To get an idea of the kind of recipes you can find in Workman's book, you can check out the ones she has contributed to our site.

### Katie Workman Recipes:

[Tarragon Mustard Crusted Filet Of Beef](#)

[Southwestern Chicken-Chipotle Super Bowl Dip](#)

[Avocado And Cannellini Bean Crostini With Gremolata](#)

[Pad Thai](#)

[Modern Greek Salad](#)